

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Shorr Johnson Magnus
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

<u>Contract / Revision</u> 811630 /		<u>Alt Order #</u> 06292334
<u>Product</u> BROWN FOR SENATE		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Estimate #</u>
<u>Advertiser</u> Brown, S (D)/US Senate		<u>Original Date / Revision</u> 08/24/12 / 08/24/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	WOIO	08/28/12	08/31/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	- TWTF - -				4	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
	2	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
	4	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
2	WOIO	08/28/12	08/30/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	- TWT - - -				3	\$700.00			
3	WOIO	08/28/12	08/31/12	The Insider	7-730p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	- TWTF - -				4	\$500.00			
4	WOIO	09/03/12	09/03/12	The Insider	7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1 - - - - -				1	\$500.00			
5	WOIO	08/28/12	08/31/12	Inside Edition	730-8p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	- TWTF - -				4	\$500.00			
6	WOIO	09/03/12	09/03/12	Inside Edition	730-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1 - - - - -				1	\$500.00			
7	WOIO	09/02/12	09/02/12	11p-12a	11p-12a		:30			NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	- - - - - 2				2	\$775.00			
8	WOIO	08/28/12	08/31/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	- TWTF - -				4	\$1,000.00			
9	WOIO	09/03/12	09/03/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u> 811630 /		<u>Alt Order #</u> 06292334
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Product</u> BROWN FOR SENATE
<u>Advertiser</u> Brown, S (D)/US Senate		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	1-----				1	\$1,000.00			
10	WOIO	08/28/12	08/30/12	David Letterman	1135p-1238a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWT---				6	\$500.00			
11	WOIO	08/31/12	08/31/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	----1--				1	\$500.00			
12	WOIO	09/03/12	09/03/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	1-----				1	\$500.00			
N 13	WOIO	08/28/12	08/31/12	Action News at 4p	4-5p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				1	\$650.00			
N 14	WOIO	08/28/12	08/31/12	CBS Evening News	630-7P		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				1	\$650.00			
N 15	WOIO	09/01/12	09/01/12	Sat Early Show	9-11a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S-				1	\$250.00			
Totals											32	\$19,725.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/02/12	28	\$17,225.00	\$14,641.25
09/03/12 - 09/09/12	4	\$2,500.00	\$2,125.00
Totals	32	\$19,725.00	\$16,766.25

Signature: _____ **Date:** _____

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